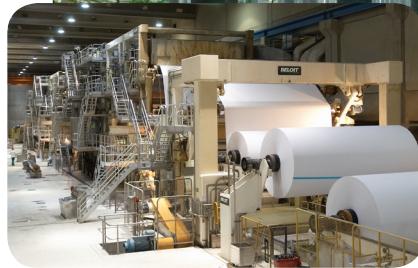


Tuesday 7th December 2010

The Judges Room
The Old Session House
22 Clerkenwell Green
London EC1R 0NA

Participation is free of charge



RESPONSIBLE PROCUREMENT IN THE PRINT, PACKAGING AND PUBLISHING INDUSTRIES

With the business environment remaining challenging, companies are naturally keen to control costs. However, even in today's difficult economic climate, companies still need to be aware of their environmental responsibilities if they are to meet the demands of increasingly environmentally-aware customers.

Consumers, public authorities and corporate buyers are increasingly demanding assurances on the environmental provenance of the goods they buy. The most effective way to guarantee that the paper products you sell originate from legal and sustainable sources is by sourcing from independently certified forests to demanding sustainability benchmarks. This is where PEFC can help.

This seminar is designed to help you better understand the PEFC programme, both in the UK and globally and the importance of chain of custody certification for those manufacturing and trading in paper and packaging. It will also cover how the PEFC logo on printed products can communicate a corporate commitment to working with responsible suppliers to your customers.

PEFC, the world's largest sustainable forest management certification scheme, provides an assurance mechanism for companies seeking to ensure that the wood-based products they purchase originate from responsibly managed forests. Two thirds of the world's certified forests are managed by PEFC-endorsed certification systems, delivering millions of tonnes of certified wood products to trading and processing companies. 25% of the world's industrial roundwood is currently certified, the majority of it to PEFC-endorsed systems.

The seminar will commence with a buffet lunch before commencing with the first of five presentations.

The afternoon will conclude with a moderated panel discussion, when you will have an opportunity to put your questions to a panel of speakers. The topics covered in this seminar are likely to be of interest to those working in a range of disciplines; print buyers, CSR, communications and marketing professionals as well as those with procurement responsibilities.



BENEFITS OF PEFC CERTIFICATION

- promotes responsible forest management
- offers availability and choice (with two-thirds of the world's certified forest area certified to PEFC endorsed system, it provides a wide supply of certified fibre)
- provides traceability – fibre in the final product can be traced back to a sustainable source
- provides a clear and transparent message via its logo to customers.

Please see page 2 for Agenda and Registration

AGENDA

- 13.00** Lunch
- 14.00** **Welcome and introduction**
Ross Bradshaw, Director, PEFC UK
- 14.15** **PEFC Certification – What's in it for your business?**
Alun Watkins, National Secretary, PEFC UK
- 14.35** **Paper – Environmentally Responsible Printing**
Andrew Pearce, Chief Executive, Independent Print Industries Association
- 15.00** Refreshment break
- 15.15** **Customer demand for certified paper**
Lee Henderson, Antalis McNaughton
- 15.40** **Assurances on Responsible Packaging**
Clive Robbins, MD Clear Sound and Vision
- 16.05** **PEFC Chain of Custody Certification**
Andy Green, BM TRADA
- 16.30** **Panel Discussion**- moderated by Chairman
- 17.00** Close

REGISTRATION FORM

Please complete in
BLOCK CAPITALS

name of participant

position

company/association

address

phone fax

email

any special dietary requirements

Deadline for registration is Friday 3 December 2010

Early registration is recommended as past seminars have been over-subscribed.

Please return your registration form by:

fax 01689 819 902

email treeve@pefc.co.uk

post PEFC UK Ltd, Sheffield Technology Parks, Cooper Buildings,
Arundel Street, Sheffield S1 2NS

